

We Claim:

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1. A composition for forming a cosmetic mask comprising:
at least one colorant; and
silica, wherein when the composition is combined with water, the amount
of the colorant and the silica is effective to provide a color change upon drying.

2. The composition of claim 1 further comprising a vehicle selected from
water,
water miscible liquids, and combinations thereof.

3. The composition of claim 2 wherein the vehicle is water and the amount of
water ranges from about 40 to about 90 percent by weight, based on the total
weight of the composition.

4. The composition of claim 3 wherein the composition is in a formulation
selected from the group consisting of a paste; a cream, a lotion, and a gel.

5. The composition of claim 4 further comprising at least one cleansing agent
selected from the group consisting of nonionic surfactants, anionic surfactants,
cationic surfactants, amphoteric surfactants, and mixtures thereof.

6. The composition of claim 5 wherein the amount of cleansing agent is from
about 0.1% to about 10% by weight, based upon the total weight of the
composition.

7. The composition of claim 4 further comprising from about 0.1 to about 30
percent by weight, based on the total weight of the composition of an emollient
selected from the group consisting of polypropylene glycol-15 stearyl ether,
polypropylene glycol-10 cetyl ether, steareth-10, oleth-8, PPG-4 lauryl ether, C₁₂
- C₁₅ alkyl benzoates, vitamin E acetate, polyethylene glycol-7 glyceryl cocoate,
lanolin, glycerine, and combinations thereof.

8. The composition of claim 4 further comprising from about 0.1 to about 40 percent by weight, based on the total weight of the composition of a humectant selected from the group consisting of glycerol, polyalkylene glycols, alkylene polyols and their derivatives, including propylene glycol, dipropylene glycol, polypropylene glycol, polyethylene glycol and derivatives thereof, sorbitol, hydroxypropyl sorbitol, hexylene glycol, 1,3-dibutylene glycol, 1,2,6,-hexanetriol, ethoxylated glycerol, propoxylated glycerol and mixtures thereof.

9. The composition of claim 6 further comprising:

from about 0.1 to about 30 percent by weight, based on the total weight of the composition of an emollient selected from the group consisting of polypropylene glycol-15 stearyl ether, polypropylene glycol-10 cetyl ether, steareth-10, oleth-8, PPG-4 lauryl ether, C₁₂ - C₁₅ alkyl benzoates, vitamin E acetate, polyethylene glycol-7 glyceryl cocoate, lanolin, glycerine, and combinations thereof; and

from about 0.1 to about 40 percent by weight, based on the total weight of the composition of a humectant selected from the group consisting of glycerol, polyalkylene glycols, alkylene polyols and their derivatives, including propylene glycol, dipropylene glycol, polypropylene glycol, polyethylene glycol and derivatives thereof, sorbitol, hydroxypropyl sorbitol, hexylene glycol, 1,3-dibutylene glycol, 1,2,6,-hexanetriol, ethoxylated glycerol, propoxylated glycerol and mixtures thereof.

10. The composition according to claim 1 wherein the colorant is selected from the group consisting of FD&C Blue #1 Lake, FD&C Blue #2 Lake, FD&C Red #40 Lake, Erythrosin Lake, Amaranth Lake, Ponceau 4R Lake, Carmoisosine Lake, Carmine Lake, anatto, and colorants generated by converting a naturally derived dye to an aluminum or calcium based salt.

11. The composition according to claim 1 wherein the silica is selected from the group consisting of fumed silica, hydrated silica, silica gels, precipitated silica, and molecular sieves.

12. A method of providing a benefit to the skin of a human comprising:

applying a composition according to claim 1 to the skin;
allowing the composition to dry, as indicated by a color change in the composition; and
rinsing the composition off the skin.

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13. The method according to claim 12, wherein the benefit is selected from the group consisting of lightening, refreshing, protecting, firming, slimming, cleansing, exfoliating, moisturizing, relieving itching, reducing wrinkles, and providing antibacterial protection.

Section 87(2)(g)